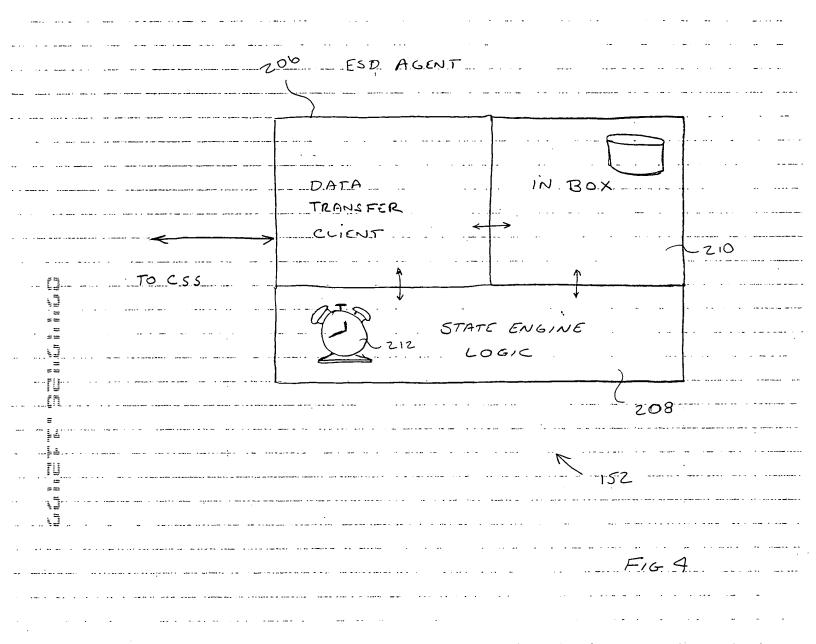
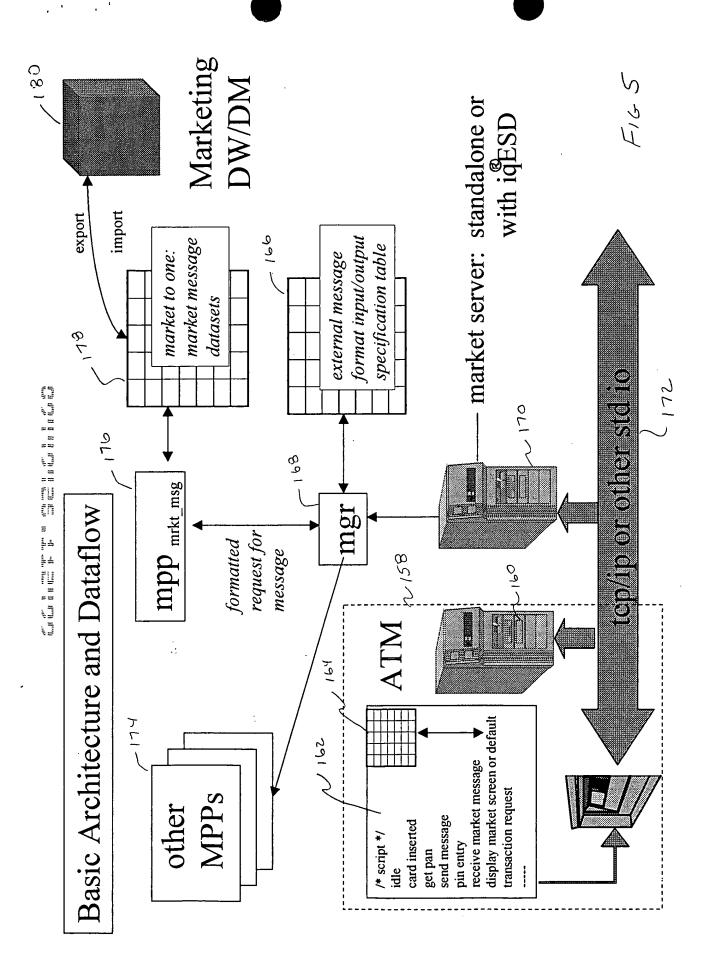
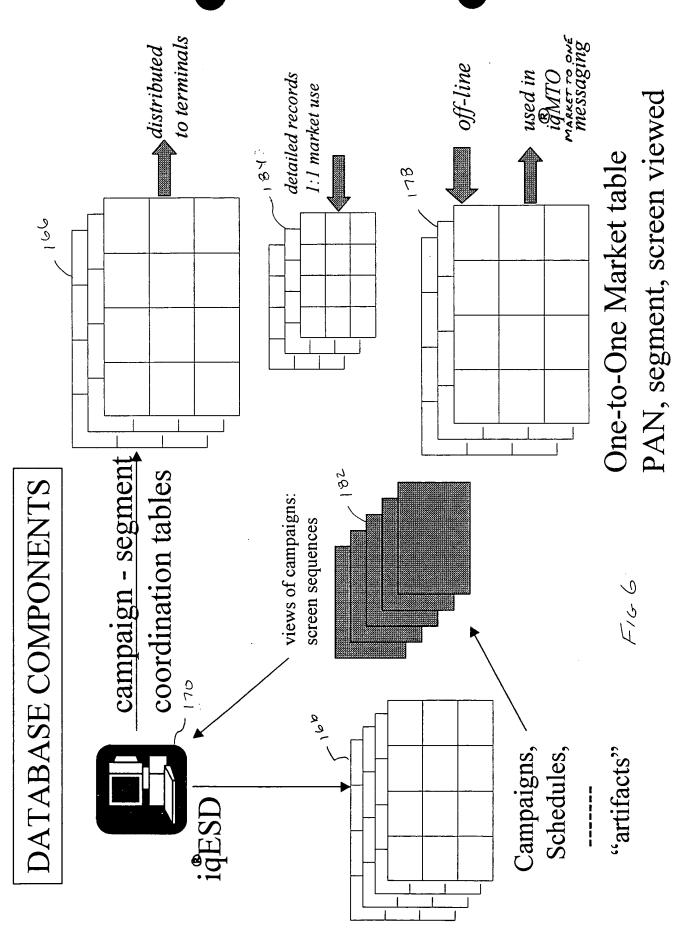
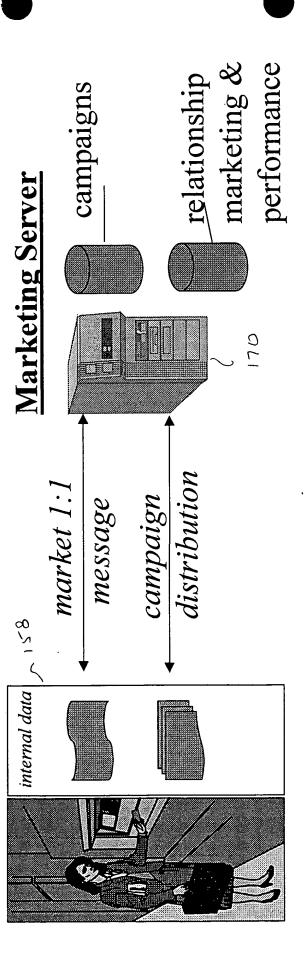


F163.



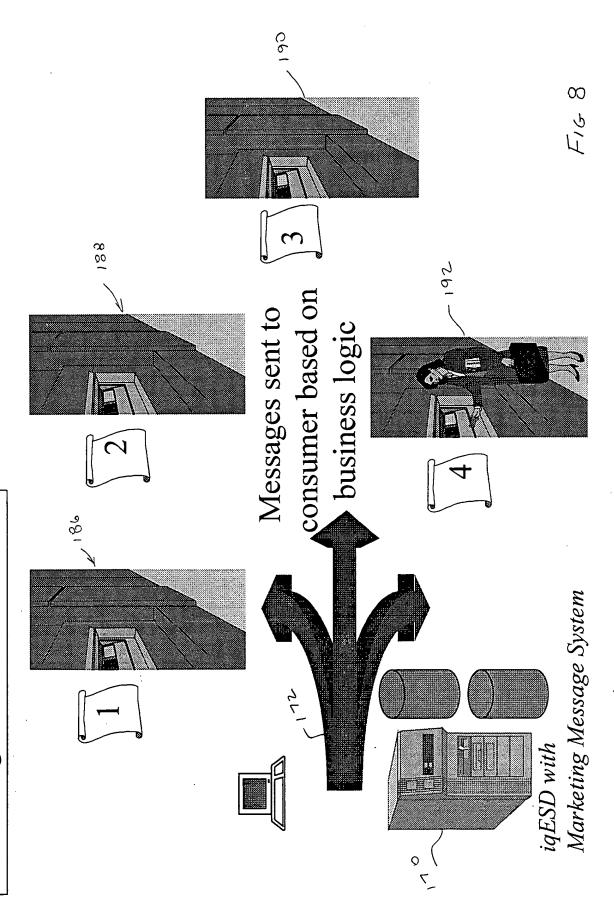






F167

## Marketing to One at the ATM



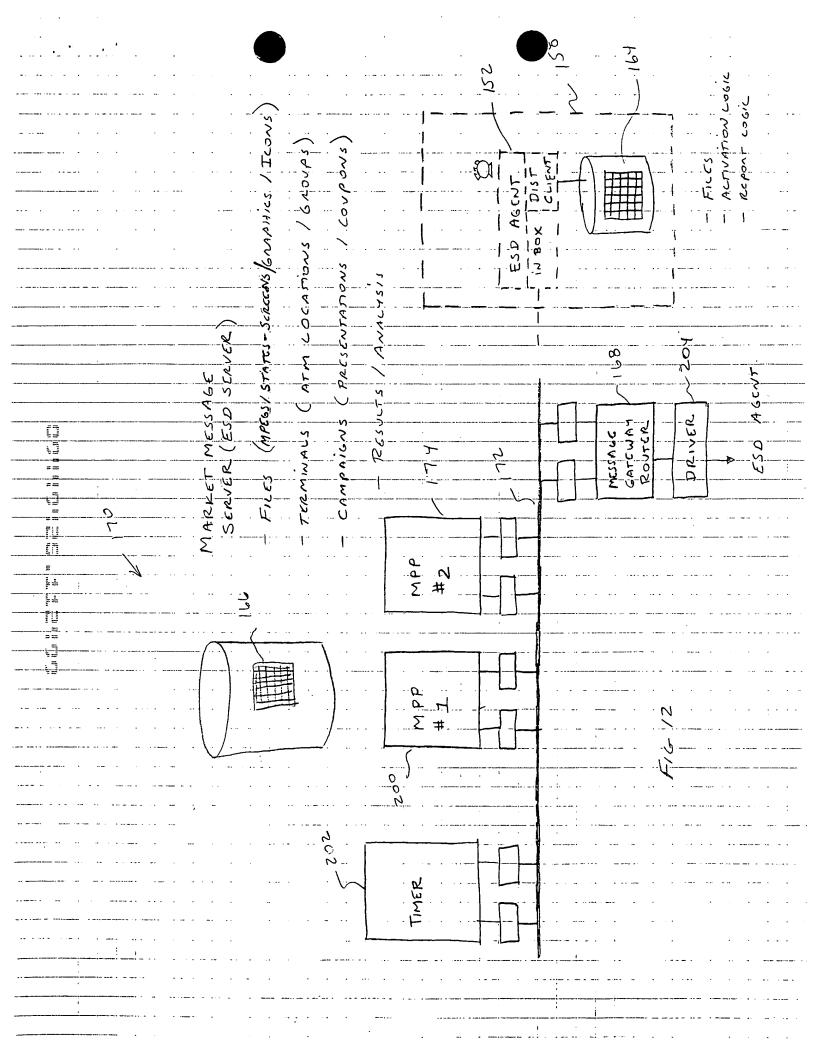
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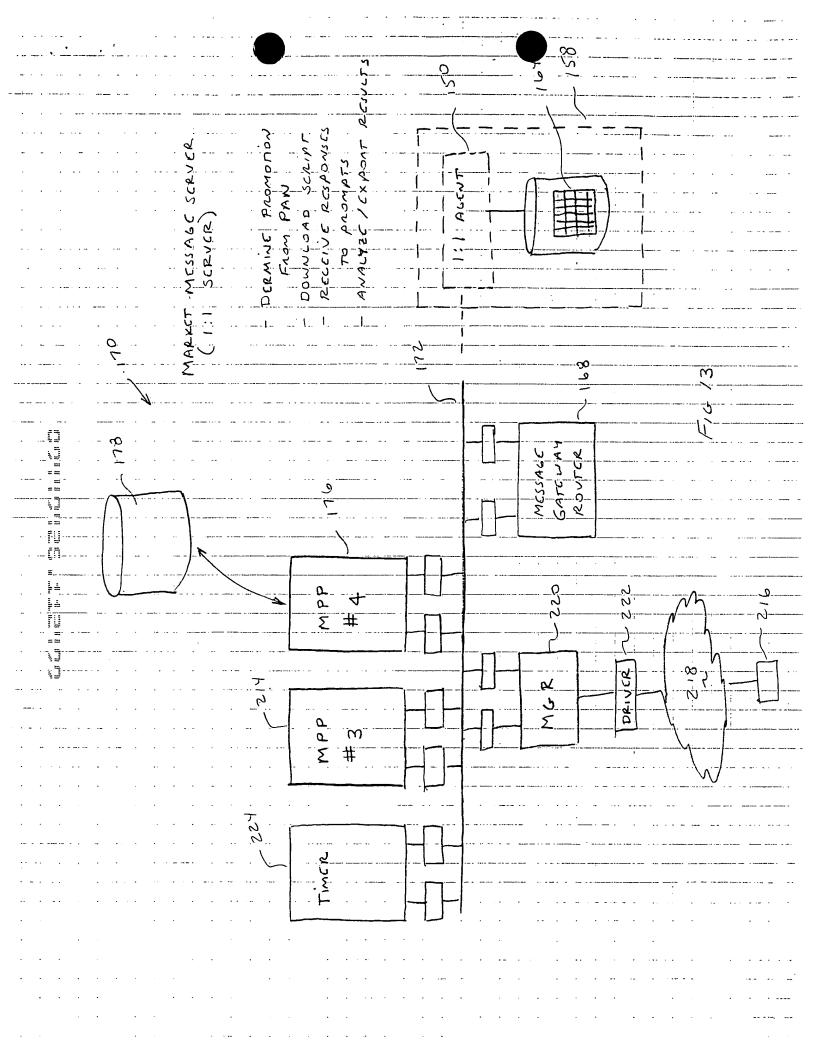
Checking Overland Campaign	Vieit 9			Visit 3
Visit 1	7 1161 A			111
(6) Thanks (name) for selecting 4th	(8) (Name) You've been pre-	<b>&gt;</b>	(9) Great! We'll mail your	(17) (nanc), we have enrolled
Financial for your checking ousiness:	approved to checking constant		enrollment	you in our
			and	overdraft
	We will protect your account in the		information	protection
	event of an overdrawn check.		pack	program!
	Would you like this protection		immediately.	
	activated?		Thanks for	Thank you!
			your	
			interest.	
			Print	
	-		conbon #3	
		Z	(10) You are a	(7) (name)
		<b>Z</b>	valued customer	Overdraft
			so if you	protection is still
			reconsider	available. Call
			simply call	us if you change
				your mind at the
				number on the
,				printed
				connon (#3)

## Skip Payment Campaign

		· ·
Visit 3	(18) (Name) Yeut mee is now enrolled for the Holiday payment program. Enjoy your Holidays.	(15) same
	(14) We appreciate your excellent payment history and would like to waive all late fees and minimum payments for January 1999.	(15) Thank you for your excellent payment history. If there's anything we can do for you in the future, please call the 800-number listed on your receipt.
	>	z
Visit 2	(13) Seasons Greetings! We have a great holiday program just for you! We want to help you with those post holiday bills! (Name) Would you like to know more?	
Visit 1	(11) Seasons Greetings from 4th Financial! (Name) Thank you for your recent credit card payment. We appreciate your excellent payment history!	

F/G //





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	PLEASE INSCRT	
	YOUR CARD	- CARD INSERTED
		- PAN READ
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the transfer of the transfer o		228
18 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	PLEASE INPUT	
	* * * * *	- 1:1 AGENT  RELEIVES MSG  FROM MKT SVR
	PRESS HCRE WHEN DONE	- PIN READ
		- 1:1 Abent SENSES PIN

F1615

<u></u>	<u> </u>	230
	PLEASE SELECT YOUR  TRANSACTION  RECCIVE MONEY  DEPOSIT MONEY  BALANCE INQUIRY	-1:/ ALENT  OPENS WINDOW  OVERLYING NEXT  USUAL TXN SCREEN  OR LOCAL STATE / SCREEN  FLOW EXECUTED
	HELLO DON MCCOY.  FOUNTH FINANCIAL VALUES  YOUR BUSINESS. YOU  ARE PRE APPROVED FOR THE  NO FEE FF VISA CARD  ARE YOU INTERESTED? YES	- 1:1 AGENT  TOURS / GENERATES  PROMOTIONAL  PROMPT MESSINGE  - IF NO RESPONSE  AGENT WILL TIME  OUT AND RETURN
		TO STANDARD  TXN SCREEN

<u> </u>		, 234
	Do You NECO	
	MORC TIME?  YES>  NO>	- TIME OUT SCREEN  COMES UP IN BACKGROUNS  (NOT VISIBLE)  - 1:1 AGENT SENSES  TIME OUT SCREEN  GENERATES "YES"  SIGNAL
	F16 18	- AGENT WINDOWS  CONTINUE IN  FOREGROUND
		236
off off control of the state of	GREAT! WE WILL HAVE  SOMEONE CALL YOU TO  CONFIRM. PLEASE INPUT	THE AGENT RUNS
	330 - 490	GENERATES INPUT  SCREEN
	PRESS HERE PRESS HERE TO START OVER TO CONFIRM	- IF NO INPUT AGENT

	THANK YOU!  YOU ARE ALSO ENTERED  IN OUR SWEEPSTAKES  TO WIN AN ALL EXPENSES  PAID VACATION TO THE  BAHAMAS!	- 1:1 AGENT  RUNS. / GENERATES  SCREEN  - AGENT SENDS  MESSAGE TO  MKT SVR
		V 240
	PLEASE SELECT YOUR TRANSACTION  RECEIVE MONEY  DEPOSIT MONEY  BALANCE INQUIRM	- 1:1 CLOSES WINDOW  OVERLYING NEXT  TRANS ACTION SCREEN  OR MOVES TO NEXT  STATE I SCREEN  - CUSTOMER CHOOSES  TO RECEIVE MONEY  MESSALE TO MET  MSG SVR

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		PLEASE SELELT YOUR.	
		ACCOUNT	- NOXT STANDAND
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		\$ 100,00	AMOUNT
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		PRESS HERE TO CONFIRM	- CUSTOMER CONFIRM
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		···· · · · · · · · · · · · · · · · · ·	- NEXT TRANSACTION
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		YOUR TRANSACTION	DYCALING "WAIT"
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The first the sales than the sales that the sales t		7 UP THE UNCOLA GOOD	- ESD AGENT
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23 [22] -43 -44 -44 -45 -45 -45 -45 -45 -45 -45 -45		GET A COUPON GOOD	- ESD AGENT  RUNS / GENERATES  WINDOW OVERLYING
The fermion of the state of the		GET A COUPON GOOD FOR ONE DOLLAR OFF	- ESD AGENT  RUNS / GENERATES  WINDOW OVERLYING  TRANS ACTION WINDOW  OR EXECUTE LOCAL STATE!
		GET A COUPON GOOD FOR ONE DOLLAR OFF YOUR NEXT PURCHASE	- ESD AGENT  RUNS / GENERATES  WINDOW OVERLYING  TRANS ACTION WINDOW  OR EXECUTE LOCAL STATE!  SCREEN
		GET A COUPON GOOD  FOR ONE DOLLAR OFF  YOUR NEXT PURCHASE  OF A ZLIFER BOTTLE	- ESD AGENT  RUNS / GENERATES  WINDOW OVERLYING  TRANS ACTION WINDOW  OR EXECUTE LOCAL STATE!  SCREEN  - OFFER ACCEPTED
		GET A COUPON 6000 FOR ONE DOLLAR OFF YOUR NEXT PURLHASE OF A ZLIFER BOTTLE	- ESD AGENT  RUNS / GENERATES  WINDOW OVERLYING  TRANS ACTION WINDOW  OR EXECUTE LOCAL STATE!  SCREEN  - OFFER ACCEPTED  COUPON PADGRAM
Th [[""   -     -		GET A COUPON GOOD  FOR ONE DOLLAR OFF  YOUR NEXT PURCHASE  OF A ZLIFER BOTTLE  NO PRESS HERE	- ESD AGENT  RUNS / GENERATES  WINDOW OVERLYING  TRANS ACTION WINDOW  OR EXECUTE LOCAL STAFE!  SCREEN  - OFFER ACCEPTED  COUPON PROGRAM  OPERATES PRINTER
		GET A COUPON GOOD  FOR ONE DOLLAR OFF  YOUR NEXT PURCHASE  OF A ZLIFER BOTTLE  NO PRESS HERE	- ESD AGENT  RUNS / GENERATES  WINDOW OVERLYING  TRANS ACTION WINDOW  OR EXECUTE LOCAL STAFE!  SCREEN  - OFFER ACCEPTED  COUPON PROGRAM  OPERATES PRINTER  TO PRINT COUPON
		GET A COUPON GOOD  FOR ONE DOLLAR OFF  YOUR NEXT PURCHASE  OF A ZLIFER BOTTLE  NO PRESS HERE	- ESD AGENT  RUNS / GENERATES  WINDOW OVERLYING  TRANS ACTION WINDOW  OR EXECUTE LOCAL STATE!  SCREEN  - OFFER ACCEPTED  COUPON PROGRAM  OPERATES PRINTER  TO PRINT COUPON  AN DISPENSE  - RELORD MADE
Th [[11] -4] -4] -4] -4[ -4] -		GET A COUPON GOOD  FOR ONE DOLLAR OFF  YOUR NEXT PURCHASE  OF A ZLIFER BOTTLE  NO PRESS HERE	- ESD AGENT  RUNS / GENERATES  WINDOW OVERLYING  TRANS ACTION WINDOW  OR EXECUTE LOCAL STATE!  SCREEN  - OFFER ACCEPTED  COUPON PROGRAM  OPERATES PRINTER  TO PRINT COUPON  AN DISPENSE

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· · · · ·		\$1.00	
		ENJOY 7 UP & O	- ESD AGENT
			RUNS / GENERITES
		THE UNCOLA	SLACEN
		PLEASE TAKE YOUR COUPON	- ESD AGENT WINDOW
	<u></u>		OVER LIES TRANSACTION
			WINDOW OR EXECUTES LOCAL STATE / SCREEN
			- RESPONSE MSG
		المراجع المراج المراجع المراجع المراج	RECEIVED FROM HOST
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<u> </u>			- ESD AGENT
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		YOUR CASH	OVERLYING NORMAL
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			- CUSTOMER TAKES
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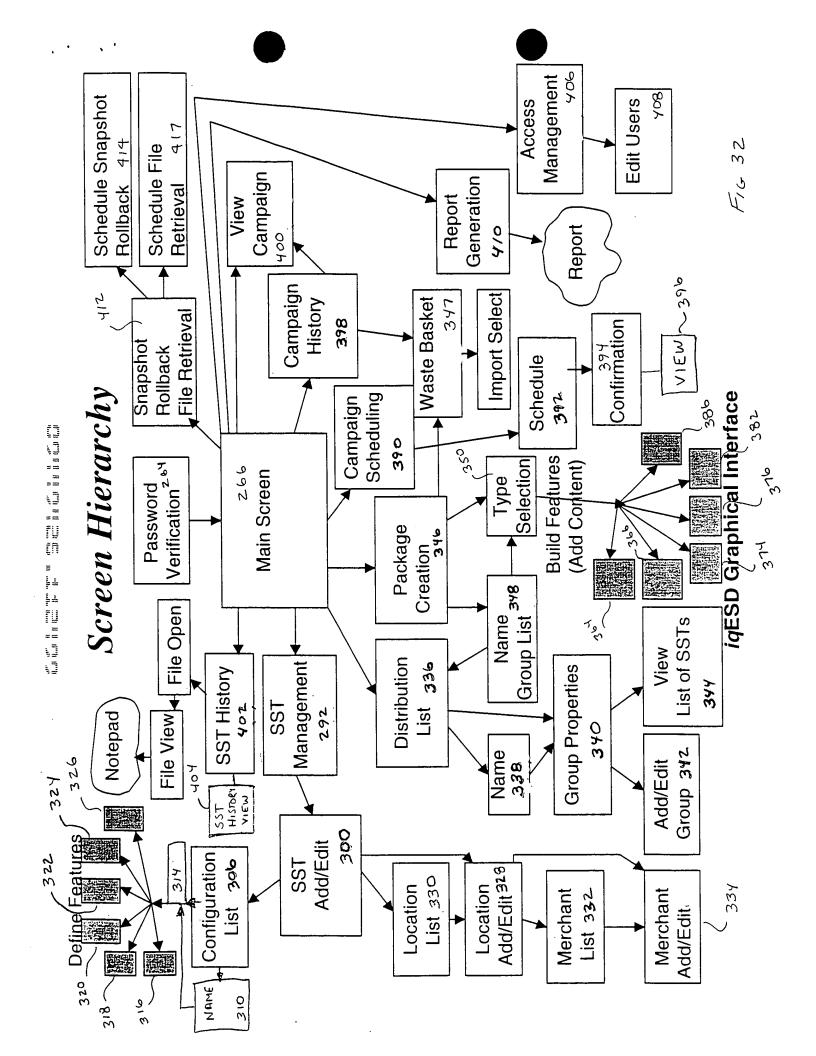
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E	· · · · · · · · · · · · · · · · ·	<b>,</b>
<u></u>		;
	ENJOY YOUR  COME BACK AGAIN SOON	- ESD AGENT  (OR 1:1 AGENT)  RUNS / GENERATES  SCREEN IN WINDOW  OVERLYING TXN  SCREEN OR LOCAL  STATE / SCREEN  - ADDITIONAL  SCREENS OR  WINDOWS  CAN BE RUN
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H mila mila mila mila mila mila mila mila		
	THE HOUDAYS ARE  JUST ARDUND THE CORNER  BE SURC TO HAVE ENOUGH  PLEASE TAKE YOUR CARD	- ESD AGENT  OPENS WINDOW  IN BACKGROUND  WITH, TXN SCREEN  IN FOREGROUND  - CAN RUN  MPEGS  TLONS  GRAPHICS  SCREENS.
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F16 33

Main Screen.

Name BP KCDonald Mall	SST in Mcdonald's	11 11 11 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1
BP McDonald Mall	SST in BP Gas Station SST in Mcdonald's	SSISINCIBL
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	SSI in Mail	<b>co</b>
r in Lab	Lab Testing	
SST in Lab 2	Lab Testing	
nple	sample1	0
JBM terminals	These are my terminals	0
	Just a dog	-
dsqla	n	
new group		87
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	SST in Lab		
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Exclude Selection			
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SST Count based upon sele	ction criteria:   1	View Selected L	st
Close	de l		

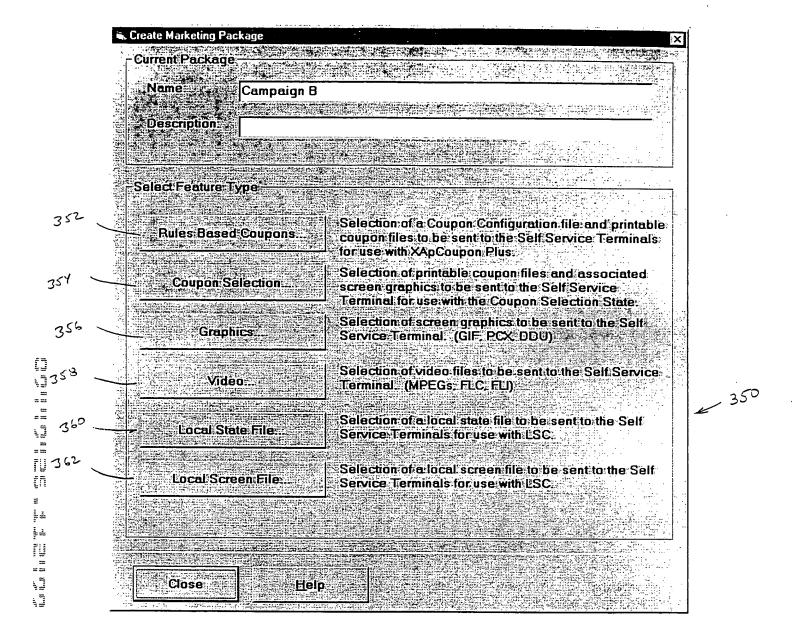
ାଟ SST	minal (SST) Location ocation Used:		
	Self Service Terminal (SST)		
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	Merchant Name		
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	pplication:-Selection from Scr yer	een Local State Loading	
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Coupon A Coupon A Movie: Pla Custom Ke None>	pplication:-Selection from Scr yer	Ben Clocal State Loading  Screen Graphics: Display  (None)	

ame : ** 7 - 2 - 3	erminal ID	Location	Merchant:	
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1	27	Wendy's	WENDY'S	
1	28	Wendy's	WENDY'S:	
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Name	Description	Marketing Group	Current Status	Owner
campaign a		McDonald (53)	Delivery not Scheduled	ABBRUZT
Campaign B		McDonald (53)	Delivery not Scheduled	ABBRUZT
Coke		BP (4)	Delivery Canceled	KiddingRU
Coke		BP (4)	Delivery Canceled	KiddingRU
JBM Campaign	Movie for BP stations	JBM terminals (0)	Delivery not Scheduled	meeki
JBMII	This is my second	JBM terminals (0)	Delivery not Scheduled	meeki
bmsample2		BP (4)	Delivery not Scheduled	meeki
Judo	Judo	lpon (1)	Delivery not Scheduled	hearde
name		BP (4)	Delivery not Scheduled	hearde
name		BP (4)	Delivery not Scheduled	hearde
name		BP (4)	Delivery not Scheduled	hearde
neme11		BP (4)	Delivery not Scheduled	hearde
open		BP (4)	Delivery not Scheduled	hearde
sample package	,	BP (4)	Delivery not Scheduled	meekj
TCA1		Mall (3)	Delivery not Scheduled	ABBRUZT
The Dog's Cam	The Dog's Campaign	dog1 (1)	Delivery not Scheduled	KiddingRU
the dog's camp	the dog's campaign	The new dog (1)	Delivery not Scheduled	hearde
The new dog	The new dog	BP (4)	Delivery not Scheduled	hearde
The new dog's	The new dog's ca	BP (4)	Delivery not Scheduled	hearde
this is the name	This is the descrin	RP (4)	Delivery not Scheduled	KiddingRU
	Popy	Edil	Sand to Wastebasket	naske!
1	1	E.		
			Edit Wastebasket.	iket
Close				

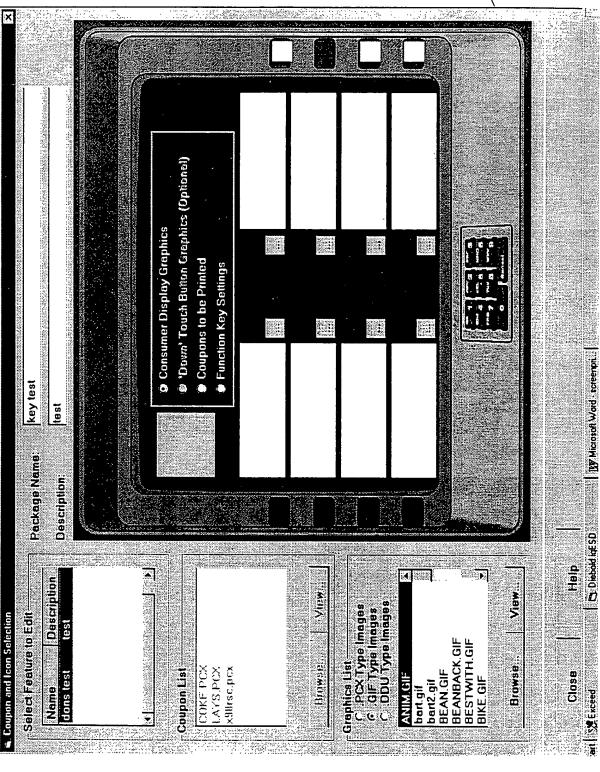
FIG 39

	Zerelterak		
Campaign Name to	Create:	entre de la companya	
Description:			
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Select a Distributio	in List. This is the group of SSTs th	twill record the peak are that	
named above		winiecelve ne package natis	
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CONTRACTOR OF THE PROPERTY OF THE PROPERTY OF THE PARTY O	College and the college and th	Matte in the same of the same	-
A Carrot Con Manager and Martin Assessment	Description	Number of SSTs in List	-
	SST in BP Gas Station		- - : .
:Donald	SST in BP Gas Station SST in Mcdonald's		-
Donald II	SST in BP Gas Station SST in Mcdonald's SST in Mall		
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ame  CDonald all ST in Lab ST in Lab 2 ample BM terminals og1	SST in BP:Gas Station SST in Mcdonald's SST in Mall Lab Testing Lab Testing		
PCDonald all ST in Lab ST in Lab 2 ample BM terminals	SST in BP Gas Station SST in Mcdonald's SST in Mall Lab Testing Lab Testing sample1 These are my terminals		
cDonald all GT in Lab GT in Lab 2 mple M terminals g1 fgsdfg w group	SST in BP Gas Station SST in Mcdonald's SST in Mall Lab Testing Lab Testing sample1 These are my terminals		
CDonald all ST in Lab ST in Lab 2 ample 3M terminals og1 lfgsdfg ew group ne dog	SST in BP Gas Station SST in Mcdonald's SST in Mall Lab Testing Lab Testing sample1 These are my terminals Just a dog	53 3 1 1 0 0 1	
Donald II F in Lab F in Lab 2 nple II terminals II	SST in BP Gas Station SST in Mcdonald's SST in Mall Lab Testing Lab Testing sample1 These are my terminals Just a dog  the dog The new dog	53 3 1 1 0 0 1	
Donald all T in Lab T in Lab 2 mple M terminals g1 fgsdfg w group	SST in BP Gas Station SST in Mcdonald's SST in Mall Lab Testing Lab Testing sample1 These are my terminals Just a dog	53 3 1 1 0 0 1	



Description: Original Path
Coupon App version 1/23
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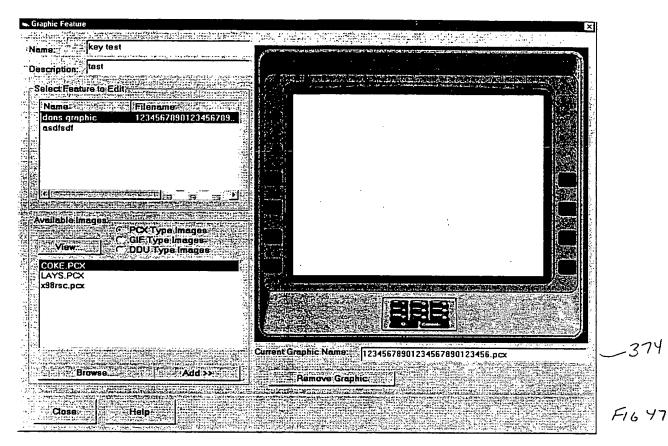
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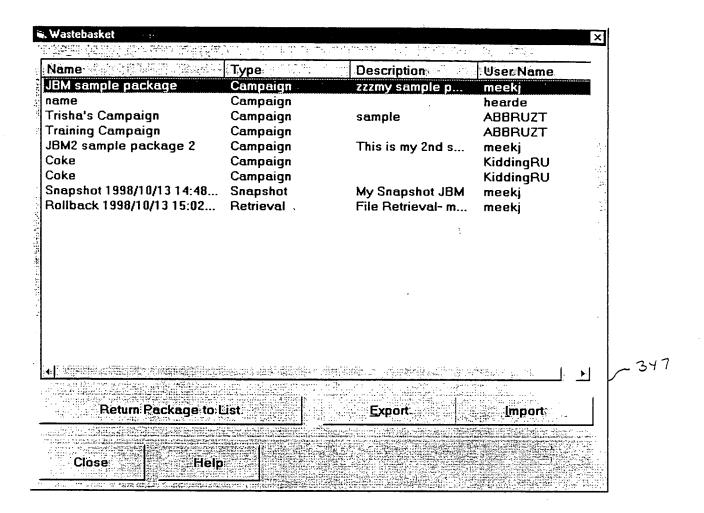


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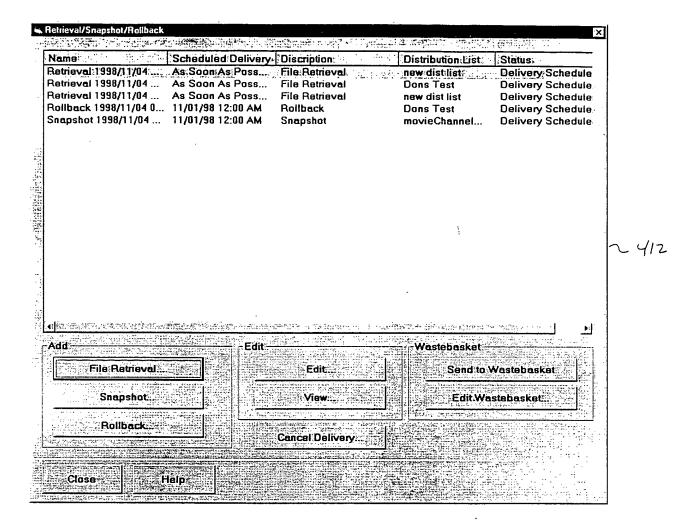
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-Where the package is going.		-,
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FIG 57

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	231	McDonald's	MCDONALD'S	
	232	McDonald's	MCDONALD'S	
	233	McDonald's	MCDONALD'S	1
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	238	McDonald's	MCDONALD'S	
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	240	McDonald's	MCDONALD'S	3.0
	241	McDonald's	MCDONALD'S	3.1033
	242	McDonald's	MCDONALD'S	13.1 12.1
	243	McDonald's	MCDONALD'S	
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	245	McDonald's	MCDONALD'S	
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	247	McDonald's	MCDONALD'S	1
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	251	McDonald's	MCDONALD'S	
	121	McDonald's	MCDONALD'S	

FIG 58

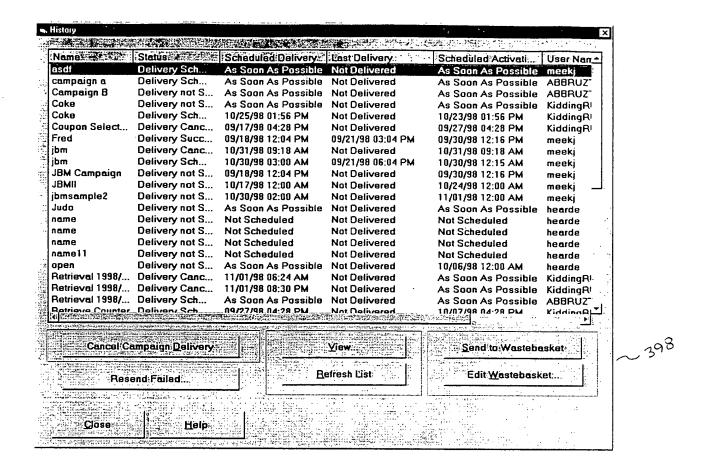


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110	-	4840 SINCLAIR RD	Columbus	ОН	43229	BP GAS STATION	.:
113	-	Location5a1	Location5c	он	5	Merchant Example	4
21	-	14615 PEARL RD	Cleveland	OH	44126	MCDONALD'S	- 1
23	-	2000 BRITTAIN Rd	Akron	OH	44310	Engineering System De	.
252	-	14615 PEARL RD	Cleveland	ОН	44126	MCDONALD'S	1
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ABC123	JBM terminal	1126 E TALLMADGE	. Akron	ОН	44310	WENDY'S	
1321	JBMSST	0000 Location Street	Locationville	ZZ	99999	DeBartolo Group	-[
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04	Terminal 104	1126 E TALLMADGE	. Akron	ОН	44310	WENDY'S	
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324	test2	1126 E TALLMADGE	. Akron	ОН	44310	WENDY'S	1 6 4
323	test3	516 W PERKINS AVE	Sandusky	ОН	44870	SHELL GAS STATION	
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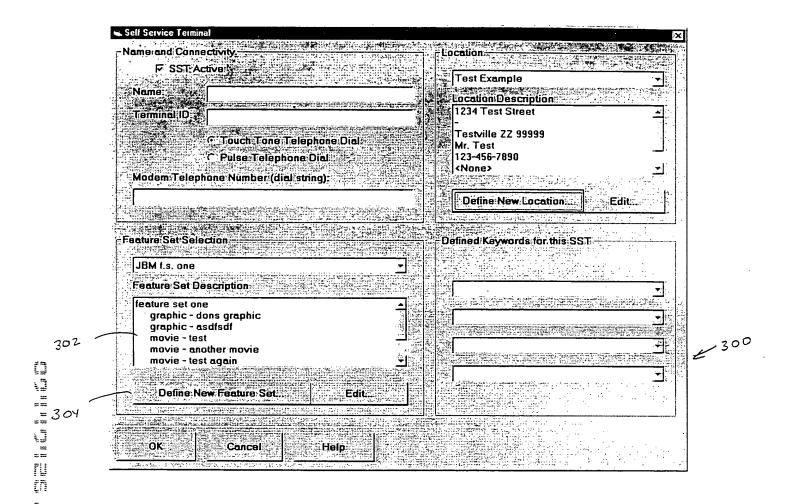
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BEANBACK.GIF	
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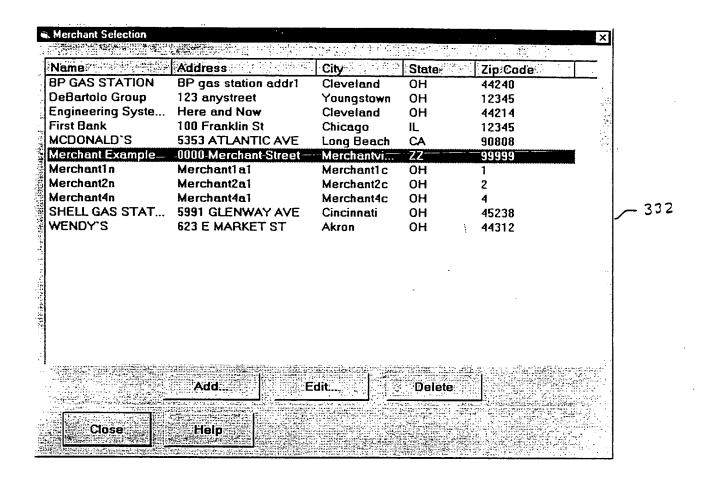
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BP Gas	681 US HIGH		Aberdeen	ОН	45101		
BP Gas	1 MAIN ST		Greenwich		44837		
BP Gas	807 HARTFO		Canton	он	44707		
Chapel Hill Mall	2000 BRITTA		Akron	он	44310	.	
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McDonald's	5454 MARKE		San Fra	CA	95116		
McDonald's	112 DUEBER		Canton	OH.	44720		
McDonald's	3109 CLEVEL		Canton	ОН	44707	g age	
Shell Gas	516 W PERKI		Sandusky	ОН	44870		,3
Shell Gas	123 HOW AVE		Akron	он	44305		_
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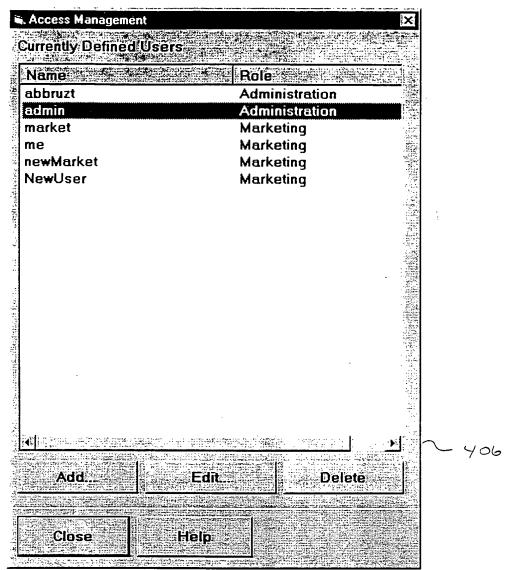
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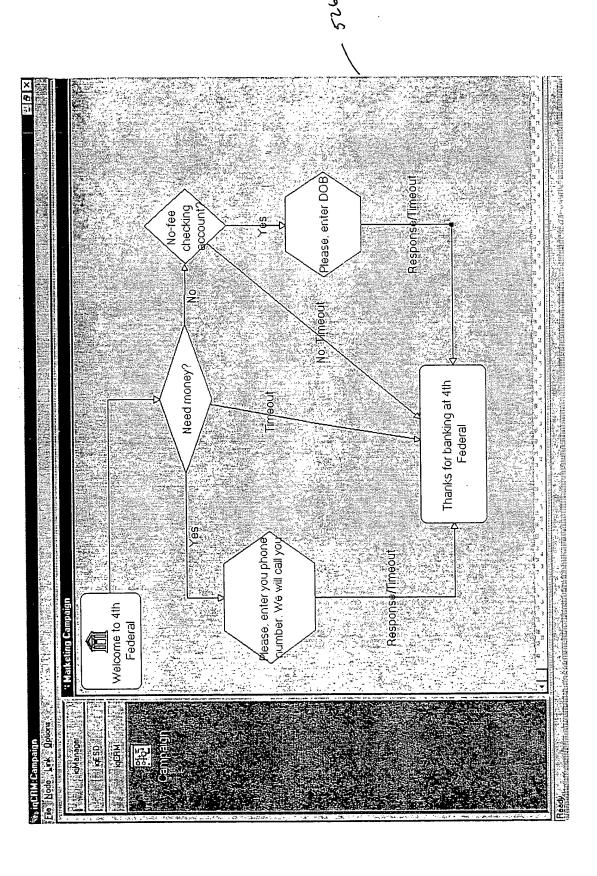
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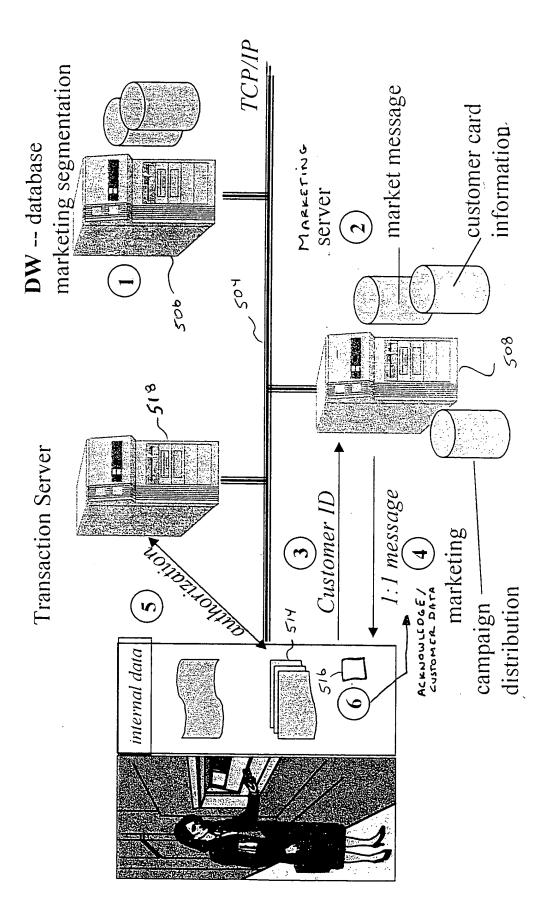
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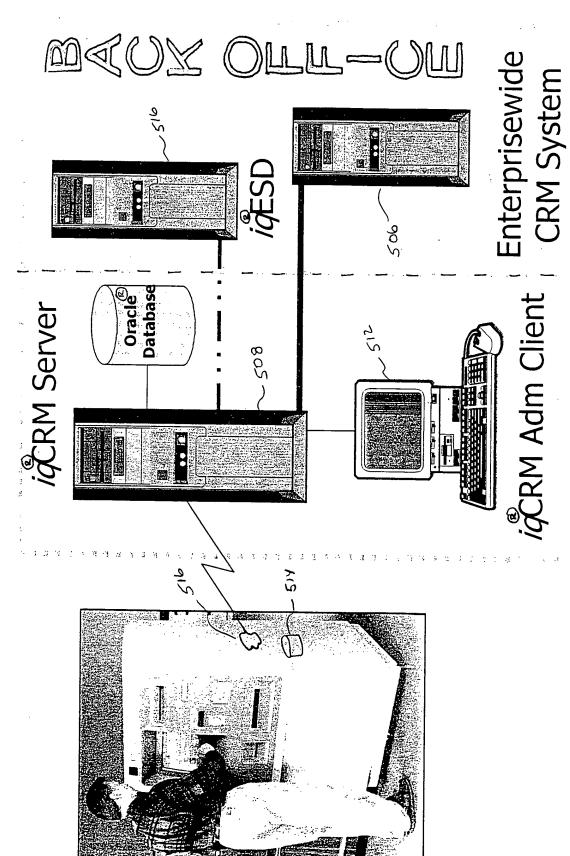


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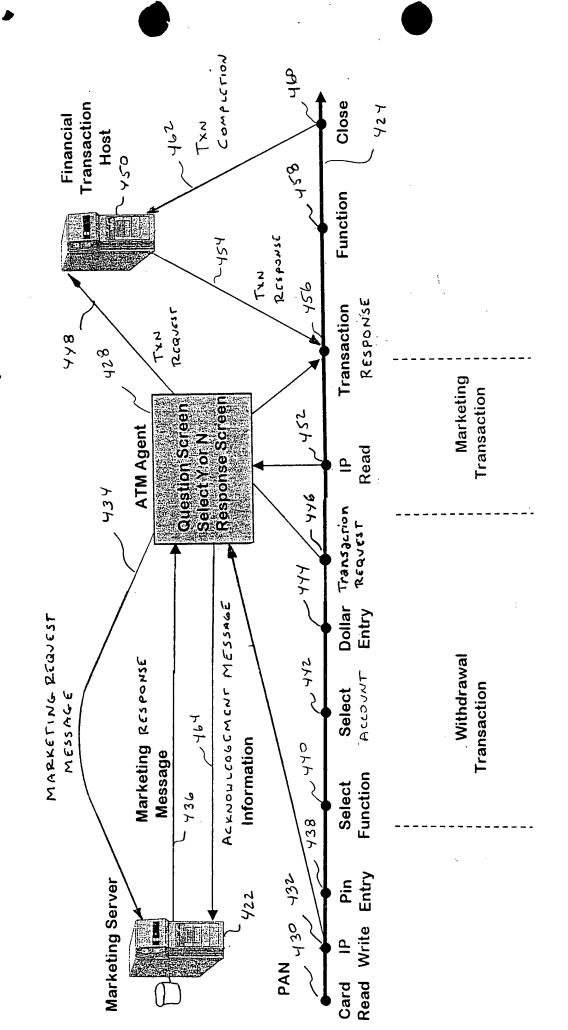
FIG. 87



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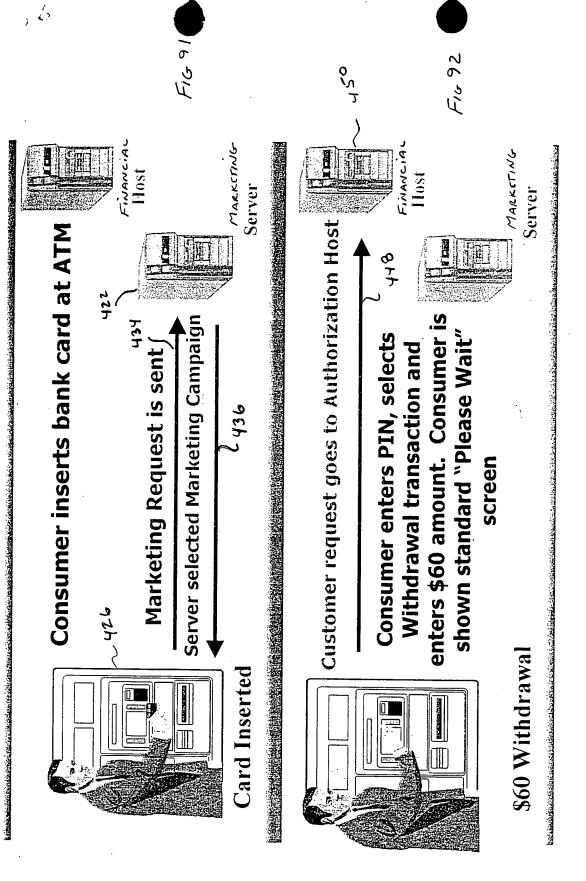
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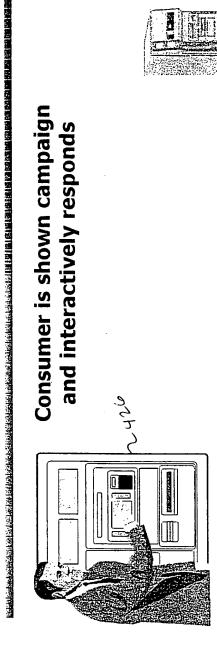


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